

## News Release

# OMRON, HeartVoice and Great Eastern partner to encourage healthier living amid COVID-19



**Back On Track!**

**Healthier Today,  
Happier Tomorrow!**

**OMRON**



SINGAPORE, 27<sup>th</sup> October 2020: OMRON, HeartVoice and Great Eastern announced the launch of a health program that allows program users to take control of their own health with easy-to-access tools and support for a healthier and happier life. The program – Back on Track! – is a first-of-its-kind collaboration in Singapore between a health-tech company, a medical equipment manufacturer and a local insurer to offer a connected monitoring program on a mobile-app, which aims to enable the community to be *Healthier Today, Happier Tomorrow*.

Many had adopted a more sedentary lifestyle when sports and recreation facilities were closed for an extended period of time during the circuit breaker. Lack of physical activity has been shown to increase the risk of cardiovascular disease by 13%\*. Prolonged sedentary behaviour has also resulted in a poorer health trajectory. In addition to fighting COVID-19, Singapore is also battling its largest dengue outbreak, aggravating an already very difficult time and placing a heavy strain on people's minds and health.

Back on Track! aims to help individuals stay actively engaged with their health, and collectively get the community well-being back on track. It features two packages that come with a suite of health services as the following:

- Complimentary basic health screening with a tele-review of your results by HeartVoice's medical team
- Complimentary doctor tele-consultation from HeartVoice's panel of doctors
- Complimentary dengue insurance plan from Great Eastern
- Personal monitoring, health reviews and recommendations from HeartVoice's medical team based on your health stats monitored through the HeartVoice App
- Up to \$60 OMRON vouchers

Users are encouraged to start with the complimentary basic health screening to check their lipid profile and blood glucose levels. Test results will be available within a week and a tele-review with the HeartVoice medical team will allow users to better understand their current health condition.

Regular and consistent tracking of health stats is the next important step in the journey. Users can conveniently track stats such as body weight, heart rate and blood pressure by either manually entering these readings in the HeartVoice App or have it automatically synced from selected OMRON devices.

Frans Velkers, Chief Operating Officer of OMRON Healthcare said: *“Our cooperation with Great Eastern and HeartVoice signifies the rapidly changing healthcare environment that is driven by COVID-19. People are looking for fulfilment of their healthcare needs in different ways and increasingly through connected solutions. We are pleased to work together with these two key players in the healthcare industry to address the changing needs of society and empower people to take charge of their health.”*

Daisuke Nozaki, Managing Director of HeartVoice Pte Ltd, shared his view on this collaboration as well, - *“Back On Track! users will be also receiving health tips as a reminder to make healthier choices on a daily basis via HeartVoice App. Friendly nudges to stay healthier can make a great behavioural change in a long run. Those on the premium package will also have their health personally monitored by our very own medical team and be provided with health reviews and recommendations to maintain a healthy lifestyle. Moreover, when users need to see a doctor, they can make use of a free telemedicine consultation with HeartVoice selected panel of doctors”*.

In addition to being covered with a dengue insurance plan underwritten by Great Eastern, users can also expect to gain access to relevant and affordable insurance products which will be available on the HeartVoice App.

Ryan Cheong, Managing Director of Digital for Business, Great Eastern said *“We are pleased to collaborate with OMRON and HeartVoice to help the community adopt a healthier and happier life and live Lifeproof. Life expectancy has increased, and it is important for us to start to monitor and plan early, and proactively maintain a healthy responsible lifestyle for better quality of life in our later years.”*

Back on Track! is now available on the HeartVoice website and mobile App! Receive up to \$205.90 worth of health benefits by paying just S\$29.80 for the Healthy Starter basic package or S\$59.80 for the Pocket Doctor premium package.

For more details, visit <https://www.ourheartvoice.com/back-on-track/>.

## **About OMRON Healthcare**

Committed to improving people's lives, OMRON Healthcare provides clinically proven, innovative medical equipment for health monitoring and therapy. Our product portfolio includes blood pressure monitors, nebulizers, electronic thermometers, transcutaneous electronic nerve stimulators (TENS) as well as body composition monitors and professional medical devices. For many decades, OMRON's devices have helped people prevent, treat and manage lifestyle diseases both at home and in clinical practice in more than 100 countries in the world. OMRON HEALTHCARE Group is headquartered in Muko City, Kyoto Prefecture, Japan. For more information, please visit OMRON's website at <https://www.omronhealthcare-ap.com/>

## **About HeartVoice Pte Ltd**

As a Joint Venture between OMRON Healthcare and iAPPS Pte Ltd., HeartVoice offers a full suite of MedTech solutions for healthcare providers, patients and corporate organizations. Joining OMRON Healthcare on a mission toward zero cardiac events, HeartVoice helps people achieve better health outcomes through preventive healthcare services. Along with video consultations and health screening, HeartVoice offers remote patient monitoring via free App to record and monitor health vitals. Patients can opt for a Remote Health Program to better manage their ongoing chronic conditions, by syncing their health vitals to their preferred doctor's dashboard and receiving regular updates. For more information, please visit HeartVoice' website <https://www.ourheartvoice.com/>

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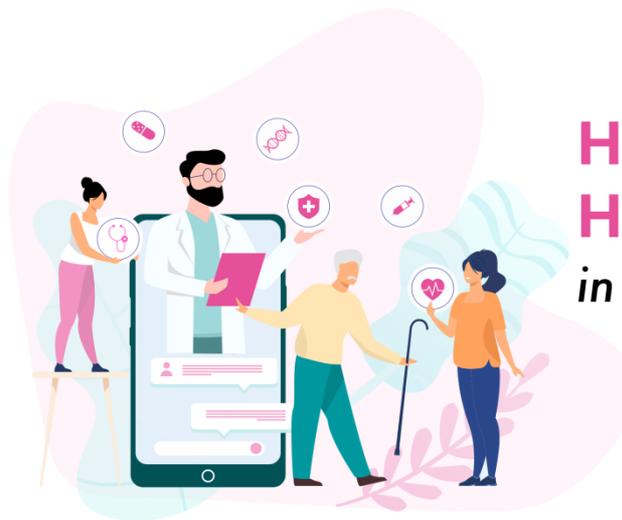
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AVP, Corporate Communication

\* <https://www.healthhub.sg/live-healthy/763/the-nudge-to-budge-why-you-should-step-out-of-that-chair>

Attachment to this news release: 3 easy steps to get on board Back on Track!



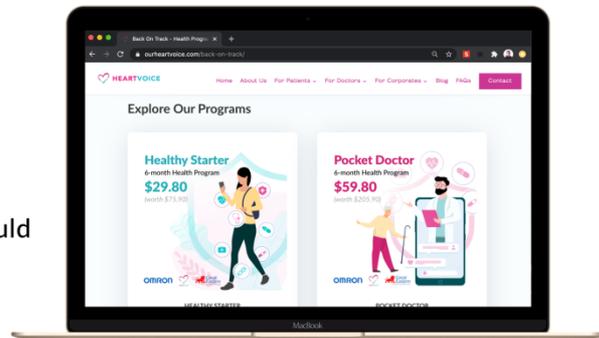
# Healthier Today, Happier Tomorrow in 3 easy steps!

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## STEP 1

Head to:  
[www.ourheartvoice.com/back-on-track](http://www.ourheartvoice.com/back-on-track)  
and select a Health Program that you would like to purchase.



### Login

Already have a HeartVoice account?  
Login with

Mobile No.

Email

[I don't have an account](#)

## STEP 2

To complete the purchase, create your HeartVoice account or login if you already have one.

## STEP 3

Receive HeartVoice welcome email with your Policy document and all important instructions on how to start monitoring your health from home!

